

Uplift

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New York City College of Technology

MKT 1214

12/16/19

Team Members and Roles

1. **Sydney Scriven:** Project director & Finance
 - ❖ The Introduction, History, and Target Market
2. **Kaynait Zafar:** Researcher
 - ❖ SWOT and Advertising (Promotions)
3. **Christian Moran:** Sales and Marketing
 - ❖ Product and Marketing (Advertising)
4. **Myaani Colar:** Also Researcher
 - ❖ Food & Beverages and The Conclusion

We all worked on PowerPoint and we elaborate and divided our work equally.

Introduction

In 2020, the Brooklyn Heights area will be welcoming a new fitness and healthy consumption development that will combine many different catering options as well as a fitness gym. We call this upcoming project “Uplift”. *Uplift* wants to provide the support and equipment to achieve the goal of being fit and healthy routinely. Diet and exercise are the major key components to achieving these goals of living healthy lifestyles. Not only will being fit benefit your health, but when you look good, you begin to feel good. We will provide sufficient, good quality equipment while also providing healthy food options. This building construction will contain two levels, the first floor being the gym and the second floor being the food court.

History

The things we do everyday include fitness without us being completely aware of the impact we’re making to our bodies. In the early ages, just living the nomadic lifestyle required a lot of physical work that includes an abundance of hunting and gathering, as well as simply walking. The evolution of fitness began in the 20th century with the use of beneficial work out equipment. During this time period fitness became a part of everyday culture. The strength and mobility of early man was not developed through structured programs, methods, or schedules, but rather was forged by the daily, instinctive, necessity-driven practice of highly practical and adaptable movement skills. Today, the few hunter-gatherer tribes which still exist around the world would have no idea what “fitness” or a “workout” is, as this kind of “exercise” remains

deeply ingrained in their everyday lives. We have become inspired from previous generations and have developed a modernized way of staying fit through the technological advances invented.

SWOT

1. Strength

- ❖ Convenience
- ❖ When people are working out they can also enjoy their healthy drinks or snacks
- ❖ After exercising, nobody have to walk a block or have to get food from somewhere else
- ❖ Eat and workout at the same time
- ❖ Membership/Loyalty Rewards
- ❖ The use of social media to promote our business
- ❖ Recognition, positivity and inspirational
- ❖ Gym is open 24 hours, anyone can come in their free time.
- ❖ A variety of gym equipment
- ❖ Offers free WiFi
- ❖ Competitive pricing, may outclass some other corporate gym brands in quality of service while still remaining cheaper.
- ❖ Many gyms have a yearly surcharge fee for equipment, (\$80 at retro fitness), this gym will not have that as it is our responsibility to provide the best possible experience at a low cost.

2. Weakness

- ❖ Not many people feel comfortable working out in a gym
- ❖ Maybe after work or school/college people are too lazy to work out and want to go home and rest.
- ❖ Need more locations to promote our business, it could be difficult for some people to find the location
- ❖ The timing, the gym will be across the street, but downtown brooklyn is a fast paced environment with many people in suits and similar attire, we will have to provide a clean atmosphere and a large locker room with showers and towels to make sure that people stay clean before and after their workout, after all this is before or after work/school for most since its a local brand.

3. **Opportunities**

- ❖ To stay fit and healthy
- ❖ Having young and experienced staff
- ❖ There aren't many gyms in that area, especially when there is healthy food located on the first floor.
- ❖ While exercising, people could also enjoy their healthy snacks and drinks.
- ❖ Student discount on there first charged month
- ❖ Having the first month free trial and then \$20 a month with loyalty rewards and meal plans of your choice.
- ❖ Could possibly work in conjunction with City Tech to offer students part time positions.

4. **Threats**

- ❖ Gym competition

- ❖ Only have one physical location in New York City, for now.
- ❖ Parking? Hard to find a parking spot in downtown Brooklyn, either we must rent a parking lot near the gym or take a loss and only focus on walking versus people who drive to the gym.
- ❖ Other food businesses

Who is our Target Market

- ❖ Our target market would be college students as well as young adults age range is 20-38 years old. The New York City College of Technology carries most of our target as well as the working class in the Brooklyn Heights neighborhood.
- ❖ Men and Women: Middle and Upper Class, however low income families would find this gym very enticing as well do the large offering of services for such a low monthly cost.
- ❖ \$80k+ income
- ❖ Psychographics: has some free time, interested in having a fit and healthy lifestyle, maintains a healthy lifestyle, multi-tasker, goal oriented, committed, open to trying new things, athletic, non-athletic

How would we promote?

- ❖ We will promote through printing, social media, clubs in the school, emails and a student discount on your first charged month.
- ❖ Printing: display of flyers around college campuses and open spots in the neighborhood
- ❖ Social Media: Create business pages on Instagram, create an Uplift app for easy access, Facebook, contacting bloggers for promotion, get paid affiliates, those with a large following on instagram and other social media platforms to promote our product. It can reach thousands of people potentially and will give our brand a good look if professional athletes are endorsing it.
- ❖ When the weather is warm enough, 2 pm- 5pm we may do a promotional event in the plaza near the school, such as loud live music, bodybuilder appearances, giveaways/contests, this will increase our public appeal and will also add many potential clients.
- ❖ Offers student discounts to encourage students nearby to become members, including student support services and a lounge area in the food court where it provides the perfect atmosphere for a student to type an essay before their workout session.
- ❖ Our gym includes 24 hour availability
- ❖ Adults can go on their days off, after work and after school.
- ❖ Our gym also offers a first month free trial and then \$20 a month with loyalty rewards and meal plans of your choice.

- ❖ Twenty dollars allows us to provide gym services and discount food prices for all members.
- ❖ It would also support staff cost, building and utility costs, and security for 24 hour service.
- ❖ Get in contact with Stakeholders.
- ❖ Other forms of promotion include email marketing, banners on the side of buses and buildings, and running some google advertisements that will be shown to people that match up as potential customers or have gym interests. These ads will be run through google services mainly and involve a lot of analytics and diagnostics.

Business Concept

If we were given the opportunity to build a business of our choice anywhere across the street from *New York City College of Technology* our team would start the “*Uplift*” project. Uplift is a two-story project. The main floor is a gym with all workout equipment which includes smith machine, water rower, glute machine, hack squats, treadmill, stationary bike, weights, jump ropes, etc. The second floor would be equivalent to the size of a small cafe selling smoothies, healthy foods such as: salmon, grilled chicken, salads, omelettes and many small portions with foods that offer protein, low fat, and low carbs. This will enable students to be ready to work out in the gym that is conveniently located on the floor below the cafe. This is very impactful because we have so many fast food businesses in the area such as Chipotle, Five Guys, McDonalds, Popeyes etc. It is hard to believe that one could get themselves into shape, working

out for an hour and then grabbing junk food (what a waste of a workout!). More conveniently, you will receive your workout while having a healthy meal plan which allows your efforts to count. It is convenient to have healthy dining and a workout space in one place. It keeps you on track. Many gyms offer classes and the personal trainer charges can be expensive, upwards of \$50+ for one hour session, the personal trainer chargers will be included in the low fee of \$20 a month for three complimentary monthly sessions with the optional additional sessions for a low cost. Everyone that goes to the gym wants not only to lift, they want a clean gym, towel service, friendly staff, good food,etc. Here at Uplift, we understand that the needs of a gym lover goes beyond just having equipment to work out, we will offer the best experience around.

Mission Statement and Goal for “Uplift”

Mission Statement: Uplift wants to provide the support and equipment to achieve the goal of being fit and healthy routinely. Uplift wants you to feel more energetic, more alive, and increase your mental state to a better state with diet and exercise. Not only will being fit benefit your health, when you look good, you begin to feel good!!

We will accomplish our goal by proving sufficient, good quality equipment. Also our second floor provides healthy food choices. This would create a healthier food option instead of working out and going three blocks away to chipotle. This provides a better mental state. We want to offer a close local, healthy food options and juices to feel alive and juvenile.

Uplift will not only provide a great experience through its use of modern equipment, it will also have a friendly staff and positive atmosphere with employees who are trained in the art

of bodybuilding and physical fitness and will be readily available to assist you with all your questions and needs. Uplift is not simply a gym, it is a place to go to when you have nowhere else to go, we are trying to shun away from a traditional gym atmosphere and make it seem like a community gym that people can go not only to lift weights but learn new things and meet new people. The Uplift name is basically summing up the gym, lifting your weights, lifting your spirit.

Conclusion

Downtown Brooklyn has it all, food, schools, office, courts, parks, however it is missing a gym. Uplift is the perfect gym for a place like this. Being a two story gym, people will find comfort in working out at this location. The food court on the upper level and the gym on the lower level will be state of the art, modern, and provide fresh healthy foods at a low cost. Through advertising and marketing campaigns, the gym will not only be bustling with staff and gym goers, it will also gain a reputation in the city for the sheer awesomeness of quality of service it provides, this is a daring new venture, and it will benefit everybody with a desire to get fit and healthy. Many gyms offer personal training service and meal plans, however they are absurdly expensive, what Uplift does best is intertwine them all together, where else can you find, training, meal plans, and weights in a good atmosphere for \$20 a month? If you are interested in having a good workout then enjoying a heart healthy chicken burrito in a great atmosphere, this is the place to be.

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